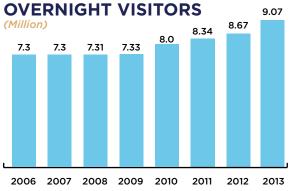
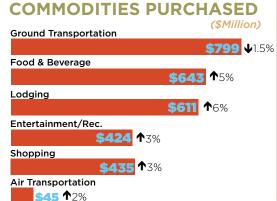
THE IMPACT OF TRAVEL ON WYOMING'S ECONOMY









BY THE NUMBERS

(Based on 2013)

\$3.2 Billion:

Economic output generated by domestic and international visitors.

30,860: Jobs supported by the travel expenditures.

\$786 Million wages shared by Wyoming workers directly employed by travel.

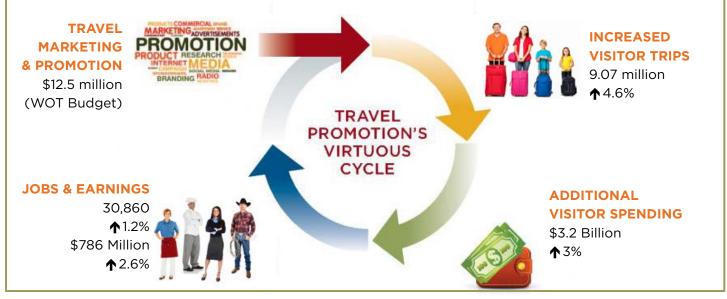
\$143 Million: Tax revenue generated by travel spending for state and local governments.

3.9%: Percentage of Wyoming's domestic product (GDP) attributed to travel and tourism.

(130%)

12% of all Wyoming jobs depend upon travel and tourism.

(↑4%)



THE POWER OF TRAVEL

How Travel Dollars Support Wyoming



BRAND USA (\$200 million)

- Create awareness about the U.S.
- Position U.S. as destination of choice
- Primary Markets: U.K., Japan, Canada, Mexico, Germany, France & South Korea
- Emerging Markets: China, India & Brazil
- · Competitors: Canada, Mexico & other international destinations

WYOMING OFFICE OF TOURISM (\$12.5 million)

- Create awareness about Wyoming as a vacation
- Provide compelling content to entice consumers to make Wyoming their destination of choice
 - apolis, Milwaukee, St. Louis, Kansas City,
- Omaha, Portland, Denver and Salt Lake City
- Primary International markets: Japan, Australia/ New Zealand, United Kingdom.
- Competitors: Nearby Rocky Mountain States • Primary domestic markets: Chicago, Minne- (MT, CO, ID etc.) & other U.S. destinations

LOCAL LODGING TAX BOARDS (\$14.2 million)

- Create awareness about local areas/regions
- Provide information about local attractions, events, and scenic
- Primary Markets: Adjacent (Denver, Salt Lake City, Billings, Bozeman, Butte, Rapid City, Idaho Falls, Pocatello, Boise) and Wyoming communities

PRIVATE BUSINESSES (\$10.3 million)

- Create awareness about products and drive sales of those products. (overnight rooms, tours, shopping, activities etc.)
 - Competitors: Other suppliers in the same sector

VISITOR TRAVELS TO WYOMING WYOMING BENEFITS

SALES OF GOODS & SERVICES (\$13.2 billion)

- - Accommodations
 - Transportation
 - Food & Beverage Service
- Food Stores
- Arts & Entertainment
- Shopping

JOBS (30,860) & EARNINGS (\$786 million)

- from entry level to exec management
- Supports middle class career path
- Supports higher education
- Provides flexible jobs for traditional and non tradi-
- Provides wide range of jobs More jobs available to the public
 - Employees of travel-related businesses purchase groceries, fuel, services (medical, education and many more) that support local economies

TAX REVENUES (\$143 million)

- Provides revenues for access and infrastructure development
- Strengthens industry relationships with state
- Provides revenues to local governments
- · Provides revenues to state governments
- Provides tax relief for Wyoming residents